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News

For Immediate Release

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BUSHNELL GOLF INTRODUCES REVOLUTIONARY HYBRID GOLF RANGEFINDER

*Hybrid Golf Rangefinder is the First Distance Measuring Device to Combine the Best
of Laser and GPS Technology*

Overland Park, KS, January 10, 2010 – Bushnell Outdoor Products, makers of the #1 laser rangefinder on the PGA Tour, today introduced the most ground-breaking golf rangefinder in company history. Already the makers of the mostly widely played laser rangefinder and technologically advanced GPS rangefinders, Bushnell has created the ultimate distance measuring device with the Bushnell Hybrid – a combination laser rangefinder with GPS. Debuting at the PGA Show, January 27-29, and available at retail in February, at a retail price of \$499, the Hybrid is the first of its kind in the market.

The Bushnell Hybrid is a revolutionary combination laser and GPS product. The laser rangefinding technology engineered into the Hybrid provides golfers with precise distances within one yard to virtually any point on any course in the world. Over 90% of PGA Tour pros and top amateurs trust Bushnell laser rangefinders to provide them the most accurate distances available in golf today.

The Hybrid's GPS function allows users to access more than 16,000 North American golf courses which have been pre-loaded onto the device, making it ready to use right out of the box without ever having to pay any membership fees. The Hybrid's GPS provides simple, at-a-glance distances to front, center and back of the green. The Hybrid also offers four custom points on a hole that can be extremely helpful to reference on blind tee shots/approaches on a golf course. The GPS distances are also convenient on days when it is "cart paths only" when golfers are deciding what clubs to bring

with them. Another great feature is the shot distance mode that makes it easy for the golfer to gauge how far a drive or an approach was hit.

With the Hybrid, you can now acquire exact distances to the flag, lip of a bunker, tree, or any other object on the course. Knowing the exact lasered distance to the flag, as well as the GPS provided distance to the front, center and back of the green, enables the golfer to strategize and hit every approach shot with confidence. Having the ability to use both laser and GPS technologies, the golfer now has the best of both worlds in one unit. The Hybrid is legal for tournament play under USGA decision 14-3/0.5 that permits a committee to establish a local rule that allows a player to use a distance-measuring device to obtain distance information.

“We believe this first of its kind rangefinder will give golfers the best of both worlds,” said Phil Gyori, Executive Vice President of Marketing. “There has been a long ongoing debate over laser rangefinders and GPS devices, and we are excited to bring the Hybrid to consumers and offer them a product that marries the best laser rangefinder technology with the easy to use features of a GPS rangefinder.”

Bushnell, the #1 choice of professional golfers, offers a full range of rangefinders, which continue to change and improve the way golfers assess distances, ultimately improving performance.

For more information on the Bushnell family of rangefinders, visit the company’s website at www.bushnellgolf.com.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell®, Final Approach®, Tasco®, Serengeti®, Bolle®, Uncle Mike’s Law Enforcement®, Millett®, Stoney Point®, Hoppe’s®, Uncle Mike’s®, Simmons® and Butler Creek® and Cébé brand names. For information about any of these brands or products, please contact the Public Relations Department at (913) 752-3426.

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